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Reading 4

Evidence:

* Facts:
  + Facts are something that are true, but people argue over things that are true meaning facts do not make your argument correct, facts require epistemology
  + Epistemology is the study of knowledge, people who study fact and know it is true, however those who are not a part of epistemology can consider your facts and debate
  + The earth is flat is a good example of a fact that some people do not agree with
  + However, the writer does not need to prove the earth is round because of something called Common Knowledge
  + Common Knowledge is a fact that is agreed to be true in most of the world.
* Numbers:
  + Numbers give authors a wide range of possibilities, numbers can be used to compare two things, predict the future with probability, give gravity to their topic
  + The audience needs to put trust in these numbers, or the author’s argument will not hold in his audience.
  + Numbers can be deceiving; the author can lie and change the numbers to support their argument or they could make the situations where they got the numbers in their favor.
* Personal Experience:
  + Author can use his own life or job as support for their argument
  + For example, people will trust a make up product more if the one sponsoring it uses the product

Reasoning:

* Inducive and deductive are used to describe reasoning
  + Inducive reasoning that uses specific and detailed information to prove complex claims, mostly theories
  + Deductive reasoning uses theories that most people consider true to argue about specific data or cases that require this theory to be true for their argument to hold
    - Theory of Gravity allows us to study physics, if it’s wrong all of physics is wrong
* Cause and effect allow authors to connect to different objects or topics and can give reasoning to why something happened
* Correlation is like cause and effect, but the cause does not always do the same effect
* Association is used to show similarity between two objects or ideas
  + For example, learning a new language is like learning how to drive